



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Waterfront Strategies
1010 Wisconsin Ave., NW
Suite 800
Washington, DC 20007

Contract # 197557

Schedule Dates

10/02/12-10/08/12

Advertiser

Majority PAC (15936)

Agency

Waterfront Strategies (4018)

Product

Political-Political (1088)

Brand

Est 1938 10/2-10/5 Sen (72265)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

/

Phone/Fax

Est 1938 10/2-10/8

CPE

Local/Political Issue Agency

Account Types

Standard

Billing Type

Est 1938 10/2-108 SEN

Comments

Date Entered 10/01/12
Last Modified 10/09/12
Entered By Barbara Monares
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$17,280.00
Net Total \$97,920.00
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month Spots Rate

Oct. 2012 32 \$115,200.00

Grand Total: 32 \$115,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	6A- NEWS-GOOD MORNING WASHINGTON @ 6A	3		X	X	X	X			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		10/1/12
2.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA	3		X	X	X	X			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/1/12
3.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	9A- LIVE!	1		X	X	X	X			1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/1/12
4.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	10:58A- ABC-THE VIEW	1		X	X	X	X			1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/1/12
5.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	3		X	X	X	X			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/1/12
6.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R) SHOW	3		X	X	X	X			3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		10/1/12
7.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	3:01P- ANDERSON COOPER	2		X	X	X	X			2	\$1,500.00	\$3,000.00	WJLA Arlington (WJLA)		10/1/12
8.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1		X	X	X	X			1	\$2,200.00	\$2,200.00	WJLA Arlington (WJLA)		10/1/12
9.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P			2	2	1	1			6	\$3,200.00	\$19,200.00	WJLA Arlington (WJLA)		10/1/12
10.0	Normal Line / SPOT	10/08/12-10/08/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P			1						1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		10/1/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/OT WASHINGTON, DC

Waterfront Strategies
1010 Wisconsin Ave., NW
Suite 800
Washington, DC 20007

Contract # 197557

Schedule Dates

10/02/12-10/08/12

Advertiser

Majority PAC (15936)

Agency

Waterfront Strategies (4018)

Product

Political-Political (1088)

Brand

Est 1938 10/2-10/5 Sen (72265)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

/

Phone/Fax

Est 1938 10/2-10/8

CPE

Local/Political Issue Agency

Account Types

Standard

Billing Type

Est 1938 10/2-108 SEN

Comments

Date Entered 10/01/12

Last Modified 10/09/12

Entered By Barbara Monares

CO-OP

No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$17,280.00

Net Total \$97,920.00

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month Spots Rate

Oct. 2012 32 \$115,200.00

Grand Total: 32 \$115,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	6:58P- WHEEL OF FORTUNE	1		1	1	1	1			4	\$7,000.00	\$28,000.00	WJLA Arlington (WJLA)		10/1/12
12.0	Normal Line / SPOT	10/09/12-10/08/12	2	:30	6:58P- WHEEL OF FORTUNE	1	1							1	\$7,000.00	\$7,000.00	WJLA Arlington (WJLA)		10/1/12
13.0	Normal Line / SPOT	10/08/12-10/08/12	2	:30	7:57P- ABC-DANCING WITH THE STARS	1	1							1	\$20,000.00	\$20,000.00	WJLA Arlington (WJLA)		10/1/12
14.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	2:53P- NEWS-ABC 7 NEWS @ 11P	2		X	X	X	X			2	\$4,500.00	\$9,000.00	WJLA Arlington (WJLA)		10/1/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.